

ABSTRACT

A vending machine for marketing a computer readable work of art stored on or in association therewith at a point of sale, wherein personal data relating to a specific recipient is received by the vending machine, which uses the personal data to format in real time a personalized computer readable message created by a sponsor dedicating the computer readable work of art to the specific recipient without requiring real time interaction by the sponsor. The sponsor may be the author of the work of art or a person who purchases the personalized work or art as a gift for the recipient. The personalized computer readable message is then merged with the computer readable work of art in real time so as to form a composite computer readable data string that may be dispensed by the vending machine. The composite computer readable data string may be copied to a portable data carrier for dispensing by the vending machine, or it may be communicated to the specified recipient electronically. If desired, the computer readable work of may be art stored on a server remote from the vending machine and the server may personalize the computer readable message.